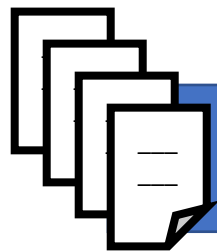How to get feedback about user value during sprints?

Feature team

User stories

Features

Components

User stories: User value or sprint planning?

How to maintain long-term knowledge about users/customers?